

Profit Percentage As UK Duty

Winnipeg Preems Para's 'Stranger'

The world premiere of "Welcome Stranger," starring Bing Crosby, Barry Fitzgerald and Joan Caulfield, at the Capitol Theatre in Winnipeg proved a colorful gala Hollywood-style affair. With civic, Provincial and Dominion dignitaries attending,

(Continued on Page 8)

W. D. Ross Dies In Queen City

The Honorable William Donald Ross, former lieutenant-governor of Ontario and a leading figure in the most important days of the Canadian motion picture industry, passed away in Toronto last week at the age of 78. The late Mr. Ross, who began life as

(Continued on Page 8)

Exchequer Moves To Amend Act And End Ad Valorem Method

An assessment duty based on the net profit of an imported film in the United Kingdom market has been sponsored before the British House of Commons by Hugh Dalton, chancellor of the exchequer. If accepted it will do away with

M. West, Montreal Passes at 62

Prominent in the industry in Quebec for many years, Maurice West, 62, passed away in Montreal recently. He had been connected with vaudeville and motion picture distribution for many years and at the time of his death was an exhibitor.

West was at one time Fox chief in eastern Canada and an early distributor of British films, which he purchased for release by Regal Films.

Negulesco To Direct

Jean Negulesco will direct Warners' "Young Man With a Horn."

the present ad valorem method of fixing the duty, which has little relation to the earnings of a picture.

Dalton has introduced a resolution which would empower the Treasury to amend section 10 of the Finance Act of 1935 and clear the way for the new method, a radical one which will be greeted by Hollywood with little pleasure.

(Continued on Page 3)

Astral Films Gets Film Classics

The Canadian outlet for Film Classics will be Astral Films, it was announced by I. H. Allen after his return from New York, where he met with officials of the recently-formed distribution company. Film Classics, with which Walter Wanger is associated

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Smith Visits Toronto

George Ivan Smith, producer of the J. Arthur Rank Organization's "This Modern Age" series, was a recent visitor in Toronto.

New FP Theatre for Chilliwack



Shown is the architect's sketch of Famous Players' proposed theatre in Chilliwack, BC, now in the final stages of blueprinting.

Contract has been awarded for the new Paramount Theatre being built in Saint John, NB, by Famous Players. Construction is expected to start soon on the 1,450-seat house.

Frank Fisher Named Eagle-Lion Head

Frank H. Fisher has been named general manager of Eagle-Lion Film of Canada, it was stated last week. Fisher, who served as general sales manager since the beginning of the year under Archie J. Laurie, was promoted to his new post following the resignation of the latter on July 14th. Both posts are now combined and the new J. Arthur Rank leader in the Canadian distribution field has made it known that the personnel of his organization will in no way be affected by the change in his own status.

Fisher, assistant general manager to A. W. Perry at Empire-

(Continued on Page 3)

Stevens To Produce

"I Remember Mama" will come to the screen as a George Stevens Production for RKO.

Star Visits Toronto First Of Several

John Mills, British actor under contract to J. Arthur Rank, and his wife were recent visitors to Toronto. He is one of the first of several top actors and actresses who will visit Canada in line with Rank policy to introduce his players to this continent.

Michael Redgrave, star of several British hit pictures, will follow with visits to many smaller Canadian cities that ordinarily never see stars in personal appearances.

Hoyt With E-L

the Maritimes' trade, he is already active in selling the British product to exhibitors in his territory.

Gerald Hoyt, who recently resigned as Empire-Universal branch manager in Saint John and was succeeded by Herb Mathers of Montreal, has joined the Eagle-Lion and Monogram sales staff. Well known to

IT'S HAPPENING ON YONGE STREET NOW!

IN TORONTO'S UPTOWN THEATRE



with GRANT MITCHELL • EDWARD BROPHY • EDWARD RYAN, Jr. • Produced and Directed by ROY DEL RUTH
Associate Producer, JOE KAUFMAN • Screenplay by Everett Freeman • Additional Dialogue by Vick Knight & Ben Markson
Story by Herbert Clyde Lewis & Frederick Stephani • Musical Score by Edward Ward • Music and Lyrics by Harry Revel & Paul Webster

IT CAN HAPPEN TO YOU

READ ABOUT IT! SEE IT!! BOOK IT!!!

Distributed By

MONOGRAM

Pictures of Canada Ltd.

Fisher Named E-Lion Chief

(Continued from Page 1)

Universal when he resigned in April, 1945, to become chief book-er and buyer for Odeon Theatres, was made head of its western division in June.

Starting in the industry in 1926 as cashier of the Calgary office of Educational Films, he was manager at the time the company dissolved in 1932. He then joined the Calgary sales staff of Empire, being transferred to the Toronto branch in 1934 as booker.

He returned to Calgary as branch manager in 1935 but in 1936 came back to Toronto as assistant manager of the Toronto branch. Prior to becoming assistant general manager in 1939, he served as manager of the Toronto and Montreal branches of Empire-Universal, formed two years earlier.

Frank Fisher enjoys great popularity in the trade and his promotion is a source of pleasure to all. News of his new status was made public by the Honorable J. Earl Lawson, KC, who heads the Rank interests in Canada.

Crosby To Make Pic For Rank In England

Bing Crosby will make a picture in England in 1948 for J. Arthur Rank. The film will, with the exception of Crosby, have an all-English cast and be made by English technicians. British-composed tunes and British story and locale will also be used. Director will be Wesley Ruggles, who inaugurated the deal.

Crosby will continue to broadcast from England while there making the picture.

Profit Percentage As British Impost

(Continued from Page 1)

The ad valorem method is used in this country, the duty on negative films being 27½ per cent, based on the intrinsic value of each film, a rate fixed under the 1938 trade agreement between Canada and the USA. Films from the United States bear an impost of 2¼ cents per foot, which the Johnson Office contends is unfair when compared with the 1¼-cent rate on those from Britain and other countries. Canada also imposes on all non-residents an income tax of 15 per cent in respect to payments received from Canadian debtors in respect to certain types of royalty payments, that rate also representing a ceiling.

Canada is, next to the United Kingdom, Hollywood's greatest film market outside the USA.

In the past, according to the Johnston Office, American films have used about 80 per cent of British screen time. Approximately 75 per cent of total billings, amounting to \$66,000,000 dollars, has been transferred annually to the United States, that figure being part of the \$90,000,000 which represents the total billings in Britain of the eight leading American film companies. The boxoffice receipts

of USA films at British boxoffices are approximately 100,000,-000 pounds, of which 17 per cent goes to the United States.

The action is not unexpected, for the British have been openly eyeing the money which leaves their country through the showing of films.

July 20th Date For Winnipeg Picnic

Sunday, July 20th, is the date set for the second annual picnic of the Motion Picture Employees of Winnipeg. Buses will leave between 10 and 11 a.m. from the Rio Theatre for Maple Grove Beach, St. Mary's Road.

Schedule of the picnic, which includes members' families, calls for a beauty contest, races, ball games, novelty contests, swimming, etc.

In case of rain the alternate date is the following Sunday.

New Treasurer For Rank Interests Here

G. H. Sprague has been appointed treasurer of the Rank interests in Canada, consisting of Odeon Theatres of Canada Limited, General Theatres Investments Corporation, Eagle-Lion Films of Canada, Gaumont-Kalee Limited, Queensway Studios and Hanson 16 Mm. Films Limited. He replaces George Beeston, who resigned.

Buffalo Variety Tent Holds Golf Tourney

Tent No. 7, the Buffalo branch of the Variety Clubs, International, is holding a golf tournament on Monday, July 14, at the Transit Valley Country Club, East Amherst, NY. Members of the Toronto Tent who are interested in attending the tournament are asked to write to Jack Goldstein, National Screen Service, 505 Pearl St., Buffalo 2, NY, and include a cheque in USA funds, payable to the Variety Club of Buffalo, for the charge, \$6 per person, which does not include green fees.

Schedule calls for tee off for the 18 holes between noon and 4.30 p.m. and steak dinner at 7 p.m. with cards and entertainment following.



FRANK FISHER

He became general manager of Eagle-Lion Films, succeeding Archie J. Laurie, who resigned.

Variety Club Skeds Special Meeting

A special luncheon meeting of the Toronto Tent of the Variety Clubs, International, will be held at the King Edward Hotel, in Vanity Fair at 12.30 p.m. on Wednesday, July 16, to hear Colonel William McCraw of Dallas, Texas, deliver a special message from headquarters.

A complete report of the baseball night will be presented by the chairman of the Heart Committee and other committee reports will also be given.

Charge for the luncheon is \$2 and members are asked to notify the office of O. R. Hanson, property master, at least two days in advance of their desire or inability to attend.

Two Theatres Open Two More In Work

The Famous Players-F. G. Spencer 800-seat new Paramount Theatre in Amherst, NS, recently opened after a long delay due to shortage of labor and material.

Ralph Dale has converted the town hall in Markham Ontario, into a 350-seat theatre, which opened last week.

Construction has started on two projects in Ontario. In Bancroft work is under way on the \$40,000 theatre being built by G. Broughton and A. Winch and Niagara Falls' new drive-in theatre, a \$40,000 unit of Canadian Drive-in Theatres Limited, is so far advanced that completion is expected about the end of July.

Ralph Mitchell of Niagara Falls, Ontario, is preparing to build a \$55,000 theatre there from plans by V. C. Thomas.

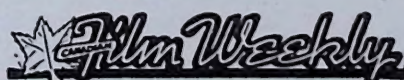
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Vol 12, No. 28 July 9, 1947

HYE BOSSIN, Managing Editor

Address all communications—The Managing Editor,
Canadian Film Weekly, 25 Dundas Square, Toronto, Canada.
Published by Film Publications of Canada, Ltd., 25 Dundas Square, Toronto, Ontario,
Canada. Phone ADELAIDE 4317. Price 5 cents each or \$2.00 per year.
Entered as Second Class Matter.

FOR THEATRE REQUIREMENTS

CONTRACT SALES OFFICE

EATON'S



Bear Up, Boys and Girls

Don't be puzzled when the issues of July 23rd and 30th fail to arrive and don't go looking for the thieving non-subscriber who stole them. We won't be publishing them.

The Canadian Film Weekly office will be closed from July 11th to 28th so that we can all take our vacation at the same time. Through the war and after we made every deadline. The paper must come out, we said.

That reminds me of what Al Perly told his Midtown crowd the night the power went off and he sweated out gags for two hour to keep them in their seats. "Everyone says that the show must go on," Al said. "Why must the show go on? I'll tell you—it's so you won't ask for your money back."

Maybe it was blind devotion to duty that kept us publishing. Maybe it was fear that we would lose some much-needed revenue.

In any case, we're closing for two weeks this year—just like the business man and the bookmaker — come hell, high water or the bailiff. In other years it took frenzied activity before and after vacation to keep going. This time it's going to be a real holiday for Esther Silver, Ben Halter and myself.

Don't get lonesome. We'll be back soon enough. You probably won't even know we're gone.

Heard Hereabouts

Marg Marshall, Victoria cashier, was picked as "Miss Peel County" at the Brampton Lion's Club contest by judges Sam Glazier, Harvey Kathron and Arch Jolley . . . The business picture of the picture business is still gloomy. . . Has Preem Op that Island theatre? . . . Ralph H. Clark, it is rumored, has quit PRC . . . IA will make its final stand for one union in Quebec after the International hands out its decision. . . It cost J. A. Rank \$25,000,000 of his own money to boost his interests to where they are now, says Winchell. . . Agnes Harrigan, who left Columbia's switchboard to study for holy orders, has been forced to discontinue her ambition because of illness. . . Observation: If you want to write a friendly biography of a man, don't get to know him too well. . . These days so many things are marked "Special" and "Rush" that one firm has worked out a new classification called "Rush Rush". . . Hospitality, so often wonderful, can become oppressive—and dangerous. The most thoughtless hosts are those who press drinks on departing guests with the line: "One for the road". . . The worst bore I know is the one who asks to look at your book, then holds it while he drones on and on. You can't leave. He's surely the guy who put the coma in Tacoma. . . Buster Radis has resigned from the RKO sales staff.

Odd Thoughts

It's awful the way you get to wear a sport shirt about three times during the summer, cleaning and laundry service being what they are . . . See where Jeff Hurley of the UEW and Harold Burley of Station CHEX are in a row, with the CBC called in to determine if a station has the right to censor script. This Hurley-Burley brings to my mind a frequent thought: Why aren't radio stations forced to make available to all copies of commentator's comments? There are a dozen reasons why persons should be able to check immediately what a speaker said about them or their interests when they hear that they have been mentioned unflatteringly. You can get a newspaper or see a film but how do you investigate off-the-cuff commentators? . . . Stan Atkinson of General Films was elected to the board of directors of the ANFA, the continental 16 mm. organization. . . See where FitzPatrick will make a Chicago-boosting film for MGM distribution into 8,000 USA theatres. So why that old prejudice against Canadian booster films in our houses? . . . In Frisco the Vogue Theatre has been opened for theatre presentation of industrial and advertising films in 16 and 35 mm. Companies use its 375 seats to show their employees instructional stuff in comfort and class. A good idea for here too.

That Paying Guest

Charlie Chaplin's offscreen life and opinions have won him frequent condemnation. During a mass interview in New York recently he was asked why he, British-born, had never become a citizen of the United States, the land in which he had won fame and fortune. Chaplin fended off the questioner by answering that he was a good "paying guest."

Recently in Hollywood I chatted with a close Chaplin associate of the silent film days and got an interesting opinion about the comedian's non-citizenship. This man claimed that in the days when Charlie had first won international fame it was his hope to be knighted. He envisioned himself as the kid from the poor section of London who rose to be Sir Charles Spencer Chaplin. This hope remained for many years and so he never changed allegiance from the land of his birth.

My informant related an anecdote on the subject. While Charlie was visiting London years ago he was invited to a dinner in honor of the Dolly Sisters. There he met a comedian famed in Britain who had been unknown in his own country, the United States.

"You have done so well here," Charlie said to him, "that I wonder why you never became a British subject."

The American removed a small star-spangled banner from a cake on the table and held it aloft. "I was born under this flag," he said, "and under it I will remain."

Charlie lifted the remaining flag, a British ensign, from the cake. "And this," he is supposed to have said, "is good enough for me."

That's What It Seemed to Say

A recent issue of Liberty brought laughs to trade readers. A tint block on top carried the following wordage:

SHOULD SEX BE TAUGHT IN CANADIAN SCHOOLS?

PERSONALITY OF THE WEEK

Yvonne de Carlo . . .

It was probably intended that both subjects be separated but they didn't look that way. Anyhow, no better choice could be made, particularly since De Carlo is a Canadian gal from Vancouver.

A Hat On Harland

Georgie Altman beat Harland Rankin out of a \$7.50 hat on the "Mom 'n Dad" grosses in HR's Bothwell house. That's what the picture did for Harland. . . Joan Leslie gets the E-L "Rainbow Ridge" role. . . Larry Graburn was startled when he heard an exclamation from one of the crippled kids at the Variety ball game. This kid, so badly crippled that he had to be placed in a special position to see the game, saw Aderholt make his third error and said, "Oh, my shattered nerves!". . . That hurdy-gurdy player who serenades The Square makes his money between notes. Every time the music stops suddenly, as it does a dozen times per chorus, it means he is picking up thrown coins. . . The French film, "La Loi De Nord," deals with Americans and Canadians and has a Canadian locale. It should be interesting to see how others present us on the screen. . . Seems that Jimmy Cameron is frequently called "Campbell" in error and it's a favorite rib among his colleagues at FPCC. So we had to go and print the same mistake. We wrote it right but the printer got it wrong and it got away from us in the proof.

Specialty House

In Los Angeles there is a theatre called "The Hitching Post" which plays only Westerns. The boxoffice walls are decorated with six-shooters of various types and a sign reads: "Check your guns at the boxoffice." The nearest thing to a hitching post in front of the theatre are two bike stands.

Of interest are the "Hitching Post Theatre House Rules," as offered in one of the shadow boxes:

1. All horses must be secured firmly to the hitching post.
2. All spurs are to be removed in the auditorium.
3. Kindly refrain from whistling, stamping or cat calling in case the film breaks.
4. Patrons under one-and-a-half years or over 75 years must be accompanied by their parents.

O. J. Silverthorne, chief Ontario censor, has commented on the number of films featuring homicide. I wouldn't be surprised if one of these days somebody opens a theatre called The Murder Mart and plays only crime pix. IODE readers, note: I'm joking.



RKO's Comedy, 'Honeymoon,' Stars Shirley Temple and Franchot Tone

THIS light and amusing comedy, RKO's "Honeymoon," stars Shirley Temple and Franchot Tone and features a strong cast headed by Guy Madison and Lina Romay.

Story deals with a young American girl who goes to Mexico City to marry a corporal who is to fly there from the Canal Zone. He is delayed. At a loss, the girl turns to the American vice-consul for help and gets him in trouble with his fiancée.



To be
happy
you have
to have
"LOVE"!
when it's



Enterprise Studios present

BARBARA STANWYCK and DAVID NIVEN
David Lewis' Production of Erich Maria Remarque's

THE *other* LOVE

with

RICHARD CONTE

GILBERT ROLAND • JOAN LORRING • LENORE AUBERT

MARIA PALMER • NATALIE SCHAFER • Screenplay by Ladislas Fodor and Harry Brown

Adapted from the short story "Beyond" by Erich Maria Remarque • Directed by ANDRE de TOTH

You have to have it after
its record-breaking, sensational
long runs at the Empire
and other theatres, London...

You have to have it after its
record-breaking New York
RIVOLI THEATRE PREMIERE
where it's now doing Broadway's
Brightest Business!

"LOVE" that UA!

Winnipeg Preems Para's 'Stranger'

(Continued from Page 1)

the red plush carpet was rolled out and the spotlight in full play on this latest Paramount vehicle. To add glamor and the final touch to the festivities, William Demarest and his wife visited Winnipeg and he was acclaimed as the grand entertainer that he is.

Paramount booked this attraction into Winnipeg for the world premiere as a salute to the Canadian Medical Association's national convention, which was being held in the city at the time. Officers of the Association were present at the premiere and took full part in the proceedings, both at the sidewalk broadcast over Station CKRC, which was picked up by loudspeakers on the main thoroughfare, and later on the stage where the proceedings were broadcast over Station CJOB. The 15 minutes prior to sidewalk broadcast, where guests were interviewed, was devoted to a personal interview by the station with Miss Joan Caulfield.

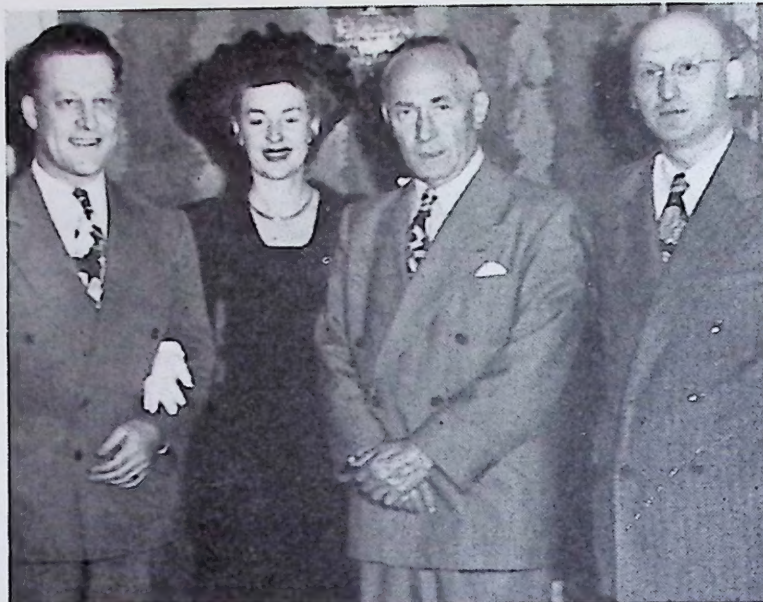
The highlight of the campaign was the delivery of the film, "Welcome Stranger," on the Wednesday preceding the premiere by helicopter plane. It landed right on the front steps of the Parliament Buildings and Win Barron, on behalf of Paramount, handed the film to the incoming president of the Canadian Medical Association, Dr. Fred McGuinness. This promotion had the whole town dazzled, as this was the first time a helicopter plane had ever landed right in the middle of the city. City newspapers featured this story on the front pages and radio newsmen broadcast the proceedings.

Circus days are back again—back to the old days of ballyhoo and non-cost publicity. That was the trade keynote in the world premiere of "Welcome Stranger." The picture, originally booked for the 26th of June, was moved up to the 19th to properly coincide with the date of the Canadian Medical Association's 78th annual convention.

The pre-premiere campaign, worked out by Win Barron of Paramount and Bill Novak, theatre manager, lasted ten days, during which time such organizations as the Manitoba Tourist Bureau, the Winnipeg Board of Trade, the Retail Merchants Association, the T. Eaton Co. and the Hudson's Bay Company gave every possible assistance.

The newspapers and the Canadian Press co-operated as did Liberty Magazine, which gave away 1,000 magazines featuring the review of the picture and

Welcoming 'Stranger'



It was a great day in Winnipeg industry history when Paramount's "Welcome Stranger" was world-premiered at the Capitol Theatre. In the top photo, left to right, are Syl Gunn, Paramount branch manager; Mrs. and Bill Demarest; and Bill Novak, manager of the theatre.

The bottom photo shows the arrival of the print at the Parliament Buildings. It was brought by Win Barron in a helicopter, which landed at the Buildings, and was received in behalf of the government by Dr. Ivan Schultz, minister of health, and for the Canadian Medical Association by Dr. Fred McGuinness, incoming president. The association was meeting in Winnipeg for its 78th convention. The film, starring Bing Crosby and Barry Fitzgerald, is about the troubles of two medicos.

Skouras, Fox Prexy May Visit Toronto

Possibility that Spyros P. Skouras, president of 20th Century-Fox, may visit Toronto late this month is considered likely in view of his announced intention to leave New York about July 20 on a tour of all the company's exchanges.

distributed 500 placards around the city.

Radio played a big role, with all local stations featuring star interviews and songs from the picture. Newsboys carried "Welcome Stranger" tags and 15,000 were distributed. A "Welcome Stranger" card was placed in every hotel room in the city, restaurants featured the name on menus and a "Welcome Stranger" event was held at the local racetrack.

SRO Foreign Sales Headed By Lawrence

Laudy Lawrence, a veteran of over 20 years in the film industry, has been named to the post of foreign sales manager for Selznick Releasing Organization and Vanguard Films by Neil Agnew, president.

Lawrence will make his headquarters in New York, but for the first year at least he will travel abroad extensively to set up SRO distribution.

Plans for handling of "Duel in the Sun" outside the USA call for the same policy that has been so successful there, that of multiple runs at advanced admission prices.

Producer Contracted

Producer Robert Sparks has signed a new RKO contract.

W. D. Ross Dies In Queen City

(Continued from Page 1)

a farm boy and rose to be one of Canada's leading bankers, retained his interest in the industry up to the time of his death, being president of Hamilton United Theatres, Ltd.

He was one of the five men who founded Famous Players Canadian Corporation in 1920. With J. P. Bickell of Toronto, J. P. Tudhope of Orillia and W. J. Sheppard of Waubashene, Mr. Ross got behind the late N. L. Nathanson in acquiring 18 theatres in various parts of Ontario. He was for years a member of the board of directors of the company. The recognition and support which Mr. Ross and his associates gave Nathanson enabled that company to grow continually until it reached the strength it had at the time the last-mentioned, its president, resigned in 1941 to operate Odeon Theatres of Canada as a competitor.

The former lieutenant-governor had not been prominent in the news of the industry for many years until his name came up again in 1944, when Hamilton United Theatres accepted the purchase bid of Theatre Properties (Hamilton) Ltd., of which Paul Nathanson was president. At the time Famous Players appealed to the stockholders to favor its own bid but, led by Mr. Ross, they voted for Odeon and the theatres involved, the Capitol and Palace, are still under the latter's banner.

Mr. Ross entered banking in the Maritimes at 15 and rose quickly. In 1901 he became deputy finance minister for Canada, returned to banking in 1903 and later became interested in Northern Ontario development. He was a director of many large corporations in Canada and abroad but preferred Ontario as a place to live and he served as its lieutenant-governor from 1927 to 1932.

His passing brought forth many private and public tributes to him.

Cooke Principal In Newspaper Deal

Jack K. Cooke, vice-president of Skyway Drive-in Theatres Limited, was one of the principals in a deal which involved the acquisition of two Ontario newspapers, the Chatham Daily News and the Guelph Mercury. They will be associated with the Thomson Dailies group, which includes six other newspapers in the Province. Cooke's partner in these papers and in Liberty magazine is Roy H. Thomson.

The Web

with Ella Raines, Edmond O'Brien, William Bendix, Vincent Price
Empire-Universal 87 Mins.

NEATLY-SPUN MYSTERY YARN WHICH SHOULD PROVE A SURPRISE SMASH.

Strained and sifted by Director Michael Gordon for every ounce of suspense, this yarn, which proves the old adage about giving a man enough rope, should get a blue ribbon at every showing.

Wealthy industrialist, Andrew Colby, (Vincent Price) sees in young attorney, Robert Regan, (Edmond O'Brien) an easy foil for framing. He hires Regan as his bodyguard saying he has been threatened by a former partner, who has just gotten out of jail. Coincidental with Regan's decision to work for Colby is the fact that he goes for Colby's secretary, Noel Farraday, (Ella Raines) whose surface sophistication belies her more sincere inner self. While holding hands with Noel, Regan hears a shot upstairs, goes up, and in the ensuing situation shoots the partner Colby warned him of.

To everybody but hard-boiled police Lieutenant Damico (William Bendix) the killing was a matter of self-defense and Regan is exonerated. Damico suspects it to be murder, thinking Colby hired Regan to do it, and tells Regan, who begins to believe it, too, but sees no way out of the frame.

Enlisting Noel's aid in information concerning an engraver connected with the scandal that sent the partner to jail, he has a friend impersonate the engraver demanding hush money and two tickets to Mexico. Colby realizes what Regan is doing and calls the police, after having given Noel the money to deliver to the engraver. He claims Noel and Regan robbed him and shot the butler, whom he has killed because he knew of the former crimes. After arresting Noel and Regan, Damico tells them all that the butler is not dead but cannot be moved from Colby's house. Damico plays it dumb to all Regan's warnings about Colby, but sets a neat trap which proves beyond all doubts Colby's guilt.

CAST: Ella Raines, Edmond O'Brien, William Bendix, Vincent Price, Maria Palmer, John Abbott, Fritz Leiber.

CREDITS: Producer, Jerry Bresler; Director, Michael Gordon; Screenplay, William Bowers and Bertram Millhauser; Based on a story by Harry Kurnitz; Photography, Irving Glassberg.

DIRECTION, Excellent. PHOTOGRAPHY, Very Good.

The Homestretch

with Cornel Wilde, Maureen O'Hara
20th-Fox 96 Mins.

BRILLIANT TECHNICOLORED TURF TALE HAS POPULAR ELEMENTS TO SUSTAIN IT FOR POTENTIAL BOX-OFFICE.

The sharp, brilliant Technicolor of "The Homestretch" lends a great deal of enhancement to a tale of the track that unfolds in varied settings from Boston to England, to the Argentine and, finally, to Churchill Downs in Kentucky.

In essence, it is the not wholly unfamiliar story of the horseman with romantic difficulties in his first real affair, then marriage and complications from conflict of his domestic life with the entirely different world of the turf and its people.

To inject an element of difference to set it apart from the usual theme, here is offered the coronation of the present King and Queen of England about 10 years ago. They are the official color films of the doings about Buckingham Palace and St. James Park and blend into the scenario.

The characters are people who, it seems, only live in film fiction and we see Cornel Wilde in pursuit of Maureen O'Hara from Santa Anita to Boston and London. In Ascot his horse is defeated. On the eve of Wilde's sailing for South America Miss O'Hara comes aboard ship. She sails with him. They are married when Buenos Aires is in sight. In B.A. Miss O'Hara is exposed to the very sporty set in which Wilde travels and she does not like it at first. She moves to reconcile herself to the status quo. After she sees Wilde in Helen Walker's arms, she decides to give him up and returns to the States. Meanwhile there is behind the scenes action by James Gleason. Wilde acquires an Argentinian steed and in due time enters it in the Kentucky Derby against Miss O'Hara's horse. Her Valiant wins and it comes about at the conclusion that she still loves him and they are reunited at his Maryland farm.

CAST: Cornel Wilde, Maureen O'Hara, Glenn Langan, Helen Walker, James Gleason, Henry Stephenson, Margaret Bannerman.

CREDITS: Producer, Robert Bassler; Director, Bruce Humberstone; Original Screenplay, Wanda Tuchock; Photography, Arthur Arling.

DIRECTION, Effective. PHOTOGRAPHY, Fine.

It Happened on 5th Avenue

with Don DeFore, Ann Harding, Charlie Ruggles, Victor Moore and Gale Storm
Monogram-Allied Artists 115 Mins.

DELIGHTFULLY AMUSING PICTURE FINELY PLAYED AND DIRECTED; SHOULD REGISTER SOLIDLY AT BOX; VICTOR MOORE'S WORK BRILLIANT.

Here is a delightfully amusing offering that marks Roy Del Ruth's debut as an independent producer and launches Allied Artists Productions.

The acting is splendid, with Victor Moore as a tramp, who "Winters" in a Fifth Avenue mansion and "Summers" at a resort in the South, giving a performance worthy of an Academy nomination.

The story opens with Moore spending his third Winter in the deserted Ruggles mansion. Moore is an uninvited guest, but this does not prevent him from inviting DeFore, an evicted serviceman, to join him.

Gale Storm, daughter of Ruggles and his estranged wife, Ann Harding, runs away from school. She returns to her father's mansion, but does not make her real identity known to Moore and DeFore. DeFore takes pity on two war buddies, their wives and a baby and they all move into Ruggles' luxurious home.

Ruggles learns of Gale's disappearance and hurries to New York. Gale makes him agree to pose as a down-and-outer and not to disturb his unexpected guests. Ann Harding returns from Florida and poses as a cook at the Ruggles domicile.

Gale and DeFore fall in love, but Ruggles tries to break up their romance. DeFore and his friends make efforts to acquire an Army camp for a new project, but are thwarted by one of Ruggles' companies.

Moore causes Ruggles and Ann to fall in love again, and in the end, Ruggles relents, deeds the camp to DeFore and his associates and gives Don and Gale his blessings.

CAST: Don DeFore, Ann Harding, Charlie Ruggles, Victor Moore, Gale Storm, Grant Mitchell, Edward Brophy, Alan Hale, Jr.

CREDITS: Producer, Roy Del Ruth; Director, Roy Del Ruth; Associate Producer, Joe Kaufman; Authors, Herbert Clyde Lewis and Frederick Stephans; Screenplay, Everett Freeman; Camera-man, Henry Sharp, ASC.

DIRECTION, Splendid. PHOTOGRAPHY, Very Good.

Wake Up And Dream

with John Payne, June Haver
20th-Fox 92 Mins.

FINE WHIMSICAL ITEM IN TECHNICOLOR, THIS STANDS TO DO WELL WITH THE FAMILY TRADE.

A delightful note of whimsy manages to be struck in the telling of this tale. Basically a fiction it has just about the right amount of realism to lend it credence.

Since children are more or less exposed to the general run of film entertainment, here is one the exhibitor might point out to parents as an ideal diversion for their offspring. It is a simple story, easily followed and should prove as rewarding an experience for young folks as a program with the best intent and purpose.

In neat Technicolor and generally outdoors the story is of a land bound boat that is torn from its backlot berth to sail along a highway and at length reach water. Aboard it when it reaches its natural, intended element are its master, Clem Bevans, a dreamer and teller of tales; Connie Marshall, a youngster who believes implicitly in Bevans, and June Haver, a hashlinger from a local beanery, who throws over the traces to join this very unorthodox excursion. Its purpose is to locate Payne, Miss Marshall's big brother, who is reported lost at sea in a Pacific fleet engagement. En route they pick up John Ireland, a traveling dentist. Something of a romance develops between Miss Haver and Ireland.

This crew sails down a river and finally reach a large body of water. They are halted by the Coast Guard but permitted to proceed. Bevans and Miss Haver have given up hope for Payne but they are hesitant in telling Miss Marshall. They sail up a creek and soon run aground. There follows some exploration in which a Crusoe-like character emerges. Here Miss Marshall earnestly believes her brother will show up — and in fairy tale style he does.

CAST: June Haver, John Payne, Charlotte Greenwood, Connie Marshall, John Ireland, Clem Bevans, Charles Russell, Lee Patrick.

CREDITS: Producer, Walter Morosco; Director, Lloyd Bacon; Screenplay by Ellick Moll, from the novel by Robert Nathan; Cameraman, Harry Jackson.

DIRECTION, Good. PHOTOGRAPHY, Very Good.

Sterling Gets Lead

Robert Sterling will star in RKO's "Roughshod."



HERBERT MATHERS

Appointed Saint John branch manager for Empire-Universal, succeeding Gerald Hoyt, who resigned.

Astral Films Gets Film Classics

(Continued from Page 1)

ted, is headed by Joseph Bernhard, formerly vice-president of Warner Brothers Pictures.

As a result of the deal Astral will handle a number of Korda reissues in Canada for Film Classics, among them "The Thief of Bagdad."

Bernhard's company will also market new films from Independent producers, agreements for which are being arranged now. Film Classics recently acquired exchanges and franchises from their holders as part of its plan to own its own exchange system. Today the company controls 20 exchanges in the USA.

Allen's ability to secure distribution rights indicates that Film Classics is satisfied to distribute in Canada through a representative. Acquisition of the Film Classics program will give Astral a big boost in status, moving it into an important place in the Dominion distribution picture.

Astral Films will also distribute a number of French films, for which contracts were made by Allen during his stay in New York.

Director Assigned

Sidney Lanfield will direct RKO Radio's "Stations West." This Luke Short western adventure story brings Dick Powell back to the studio where he starred so successfully in "Murder, My Sweet" and "Cornered."

ECHOES and REFLECTIONS

These Bring Customers

(From the Rivers, Manitoba, Gazette)

The better part of a thousand persons patronized local picture houses over the week-end. Both before and after the shows, these crowds spilled over into eating places, grocery and general stores. Thousands of dollars, brought from several municipalities, remained here.

The two shows located here have been doing for Rivers merchants untold good over a period of years; in that same time, local residents have been entertained at low cost.

Just how much is owed the operators of those amusement places—particularly by other business men? A survey shows that only a few didn't attend regularly, a small percentage have never attended. One or two residents have even tried to get by the cashier without paying.

The last statement will raise a cry of protest, but the fact remains that you can find "dead-beats" everywhere—and this locality, sad to say, has its quota.

Merchants of Rivers owe much of their prosperity to local showmen. It is the duty of every business man to boost—and to patronize—them in return.

* * *

That Banned French Film

(From the Moncton, NB, Daily Times)

Those who have seen the French film *Les Enfants du Paradis*, which caused such an upheaval at the University of Montreal that the students' newspaper there was censored, can only wonder what all the fuss was about, remarks the Ottawa Citizen. Certainly, the name of Canada abroad will shine no brighter because so brilliant a motion-picture was banned in the Province of Quebec.

The drama is a striking example of the art of the cinema at its best. It is a vividly-portrayed story of stage life ranging from the fairground to the classic theatre and set against the romantic background of the gay French capital in the picturesque days of Louis Philippe. The acting is polished and the settings nostalgic in their revival of a Paris that no longer exists.

But as in all good films, it is the drama itself that matters. It follows a long-established French literary tradition, exhibiting and analyzing the emotional life of a woman who has loved several men in several ways and found happiness with none. The unfolding of the drama tells why, and it is in this subtle exploration of the secret places of the heart that French genius especially shines.

Whether the film is "moral" or "immoral" in the conventional sense, is beside the point, says The Citizen. It is great art in the sense that *Madame Bovary* is great art. That is its justification. Because it holds the mirror up to the strange and contradictory volcanic thing called human nature, reflecting it in all its tragic or ridiculous intensities, it enlarges experience, deepens understanding and gives ordinary life a profounder significance.

To suppress such art, says The Citizen, is the real immorality. It offends against the deepest moral rights of those who seek in identification with the sufferings or joys of others the discovery of themselves.

MP's Ask About Spy Probe Pic

Twentieth Century-Fox' announced intention of producing a film based on the Soviet espionage trials has caused some editorial and political apprehension. Little news of Darryl Zanuck's plans has been added to the original information, which revealed that the company had sent a representative to Ottawa to make whatever arrangements were required.

The Ottawa Citizen objected editorially to the film company's plan and three members of the House of Commons made enquiries from the floor which were answered by the Right Honourable L. S. St. Laurent, Secretary of State for External Affairs.

"What will come out of Hollywood as the climax of these activities is easily foreseen," the newspaper stated. "It will be a travesty of the facts and a blot on the good name of Canada. No one is proud of the fact that there were a few Canadians false to their honor and their oath of secrecy. But to spread their offense upon the picture-screens of the world for the profit of Hollywood is nothing short of a scandal."

Quoting the denunciation of the proposed film by the New York branch of the American Association of Scientific Workers because the court proceedings showed that nine suspects had been wrongfully accused, the Ottawa Citizen observed that "Obviously, a film such as is now in preparation can only further pervert the public mind with evil suspicion and international hatred."

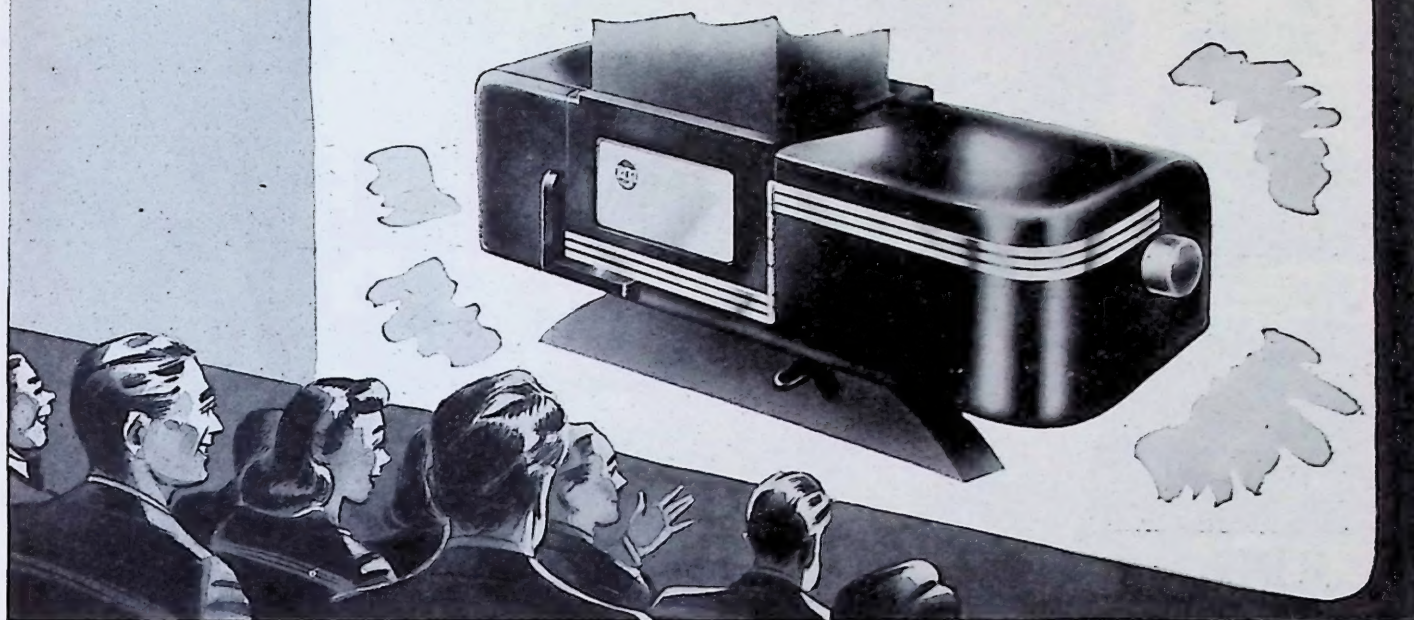
In the House of Commons George Black, member for the Yukon, suggested that "in view of the present tense situation in world conditions" the film was inadvisable. Answering through the Speaker, Mr. St. Laurent pointed out that it was not within the powers of the government or his department "to determine what pictures Hollywood interests may or may not make."

Karl Homuth, MP, asked if the government had given any film company the right to photograph government buildings and Mr. St. Laurent answered that permission had not been granted or sought. He also informed M. J. Coldwell, MP, that the same was true of the facilities of the Mounted Police.



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JULY 1

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JULY

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ANNE ZIEGLER: THE LAUGHING LADY

ANNE ZIEGLER: PRINCE'S PLAYTHING?
So the boys arranged at the gaming table! A delectable Technicolor salad of daring, music and spectacle is served up in THE LAUGHING LADY, current Anglo-American release. English star Anne Ziegler teams with Webster Booth in lavish court intrigues, luring songs, cloak-and-sword adventuring.



FRANCIS SULLIVAN
Father stood by while the Prince "proposed"!

Anne Ziegler plays the season's lushest temptress. How she can wear those low-cut period gowns! In THE LAUGHING LADY, her charms are gambled away, by worldly father Francis L. Sullivan, in the interests of the to-be-envious Prince of Wales.



PAUL DUPUIS...
Canada's new heart-throb is going places!

French-Canadian star Paul Dupuis way with milady's maid is positively an education and when the playboy Prince (Peter Graves) first gives Anne Ziegler the once-over you know things are going to happen in THE LAUGHING LADY! (P.S.—they do!)

Pulse-tingling action takes Anne across-Channel to revolutionary France, involves her in the Reign of Terror when heads are rolling. It's up to Anne to get around the wily Robespierre and save the life of her lover—who stands in the very shadow of the guillotine!

Be sure to see THE LAUGHING LADY for the tuneful Technicolor excitement. At Canada's leading theatres.



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Tops in entertainment! *****

She has the last laugh at contention! Gay and daring spectacle, enchanting songs and breathtaking Technicolor are here to delight you in THE LAUGHING LADY, new Anglo-American picture. It's the year's costume piece deluxe! Curvethe year's English star Anne Ziegler is an invitation to romance and that's where the trouble begins!



PETER GRAVES
the Prince plays for keeps!

Peter Graves' performance as the playboy Prince is tops in naughty diplomacy. And watch for Webster Booth's Don Juan servant-companion... he plays heart-havoc with THE LAUGHING LADY's bewitching maid!



FRANCIS L. SULLIVAN
... gambles away his daughter's charms!

Father's phoney pearl doesn't disappoint Webster Booth, the gallant highwayman... luscious daughter Anne Ziegler offers a more tempting reward! Romance, adventure and gorgeous period costumes are all on parade in tuneful, Technicolor THE LAUGHING LADY.

You'll thrill as the artist-highwayman's love is threatened by the French Reign of Terror... you'll thrill to glorious Technicolor and the luxury of 18th century palaces. You'll chill as THE LAUGHING LADY plays into the hands of fiendish Robespierre, to save her lover!

THE LAUGHING LADY is a movie-pore's MUST for excitement—music—suspense and Technicolor! At Canada's leading theatres *****



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